LEO BURNETT U.S.A.
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AD #192A - REQ #M90800 - "Fine-Tuned Flavor - Man" Page 4/c Bleed
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Fine-tuned flavor.

"I can set it just where I want it. Anytime."

Adjustable flavor to suit your taste!

If you like a light, refreshing taste, twist arrow to thinnest bar.
If you like a cool, rich taste, twist arrow to thickest bar.
CONCORD
CONCORD
MENTHOL
FLAVOR CONTROL FILTER

CONCORD MENTHOL

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Maximum: 15 mg "tar," 1.0 mg nicotine; minimum: 5 mg "tar," .5 mg nicotine as per cigarette by FTC method.

"Tar" and nicotine vary depending upon position of arrow on filter.

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Source: https://www.industrydocuments.ucsf.edu/docs/lsln0003

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